Digital Education Council Certificate in AI for Higher Education
Marketing and Communications Guide

This guide is designed to support higher education institutions in launching the *Certificate in AI for Higher Education* for leaders, faculty, and administrators.

It includes an overview of the course, suggested messaging templates for participation outreach, and branding guidelines to maintain consistent, professional communication.

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1. Course Overview

1.1 Course Title and Description

Course Title: Certificate in AI for Higher Education

Description: Designed to equip leaders, faculty, and administrators to effectively integrate AI into their institutions. The certificate covers essential AI concepts, practical applications, and best practices to enhance academic integrity, improve teaching and learning outcomes.

Thumbnail Image (optional): linked here

Duration: 20 hours

1.2 Learning Objectives

By the end of the course, participants will be able to:

1. **Understand How AI Can Change Higher Education:**
   Explore how AI can enhance teaching, learning, and administration while addressing challenges such as academic integrity and resource optimisation

2. **Develop Practical AI Strategies:**
   Discover how to use AI to personalise learning, optimise operations, and support data-driven decision making for impactful results

3. **Leverage AI to Improve Outcomes and Efficiency:**
   Learn to design actionable AI plans that align with your organisation's goals, infrastructure, and stakeholder needs

4. **Ensure Ethical and Responsible AI Adoption:**
   Learn to navigate ethical considerations, safeguard data privacy, and foster trust in AI across your institution

1.3 Syllabus Modules

- Module 1: AI Literacy Fundamentals
- Module 2: Use Cases of AI in Higher Education
- Module 3: Implementing AI in your Organisation
- Module 4: AI Governance
- Module 5: Speciality Electives (*select one elective based on your role*)
    - 5a: AI for Higher Education Leaders
    - 5b: AI for Faculty
    - 5c: AI for Higher Education Administrators

2. Communication Templates

2.1 Email 1: Course Launch

Subject: Upcoming Course: Certificate in AI for Higher Education
Body:

Dear [First Name],

We are pleased to announce that [Your Institution Name] will be offering access to the Certificate in AI for Higher Education, a globally recognised course developed by the Digital Education Council.

This course is designed to equip you with practical AI knowledge and skills relevant to academic, teaching, and administrative contexts.

You'll explore how AI is reshaping higher education, from improving student engagement and teaching outcomes to supporting institutional decision-making and operational efficiency.

The course includes insights from global experts and access to frameworks used by universities worldwide. You will receive a digital certificate and a shareable badge upon completion.

Further access details will be shared shortly.

To make sure you don't miss any updates, add
noreply@notify.digitaleducationcouncil.com to your contact list.

Kind regards,
[Institution Name or Department Name]

2.2 Email 2: Access Instructions

Subject: Now Available: Certificate in AI for Higher Education
Body:

Dear [First Name],

You now have access to the *Certificate in AI for Higher Education*, designed to equip leaders, faculty, and administrators to effectively integrate AI into your institutions.

This course introduces core concepts of artificial intelligence, including:

- AI use cases across teaching, learning, and operations
- AI governance and responsible implementation
- Academic integrity and ethical practices in the AI era
- Institutional planning and AI frameworks
- Role-specific modules for leaders, faculty, and administrators

🕐 Estimated course duration: 20 hours
📅 Access period: 90 days

How to access the course:

FOR SSO – Log in using your [Institution Name] credentials via Single Sign-On (SSO) at the following link:
👉 [Insert Course Access Link]

FOR BULK ENROLLMENT – You'll receive a welcome email with a link to set your password. Once done, you'll be taken straight to the course homepage to begin learning.

Upon completion, you will receive a **Certificate of Completion** and a **shareable digital badge**, which we encourage you to share on LinkedIn and other platforms.

Please check your spam or junk folder if you do not see the course welcome email in your inbox.

To prevent delivery issues, add noreply@notify.digitaleducationcouncil.com to your contact list.

For assistance, contact info@digitaleducationcouncil.com.

Kind regards,
[Institution Name or Department Name]

2.3 Email 3: Final Reminder
Subject: Final Reminder: Complete the Certificate in AI for Higher Education
Body:

Dear [First Name],

This is a final reminder to complete the *Certificate in AI for Higher Education*.

The course equips you with practical skills and frameworks to navigate the use of AI in academic settings. It includes guidance on ethical AI adoption, governance strategies, and real-world use cases.

You'll also explore a role-specific speciality elective relevant to your academic or professional goals.

🕐 Estimated course duration: 4 hours
📅 Still accessible for: [Insert remaining access duration or end date]

Access the course here:
FOR SSO – 👉 [Insert Course Access Link]
You can log in using your [Institution Name] credentials via Single Sign-On (SSO).

FOR BULK ENROLLMENT – You'll receive a welcome email with a link to set your password. Once done, you'll be taken straight to the course homepage to begin learning.

Participants who complete the course will receive a **Certificate of Completion** and a **digital badge**, which can be shared on LinkedIn and other platforms.

If you did not receive previous messages, please check your spam or junk folder.

To ensure future delivery, add noreply@notify.digitaleducationcouncil.com to your contact list.

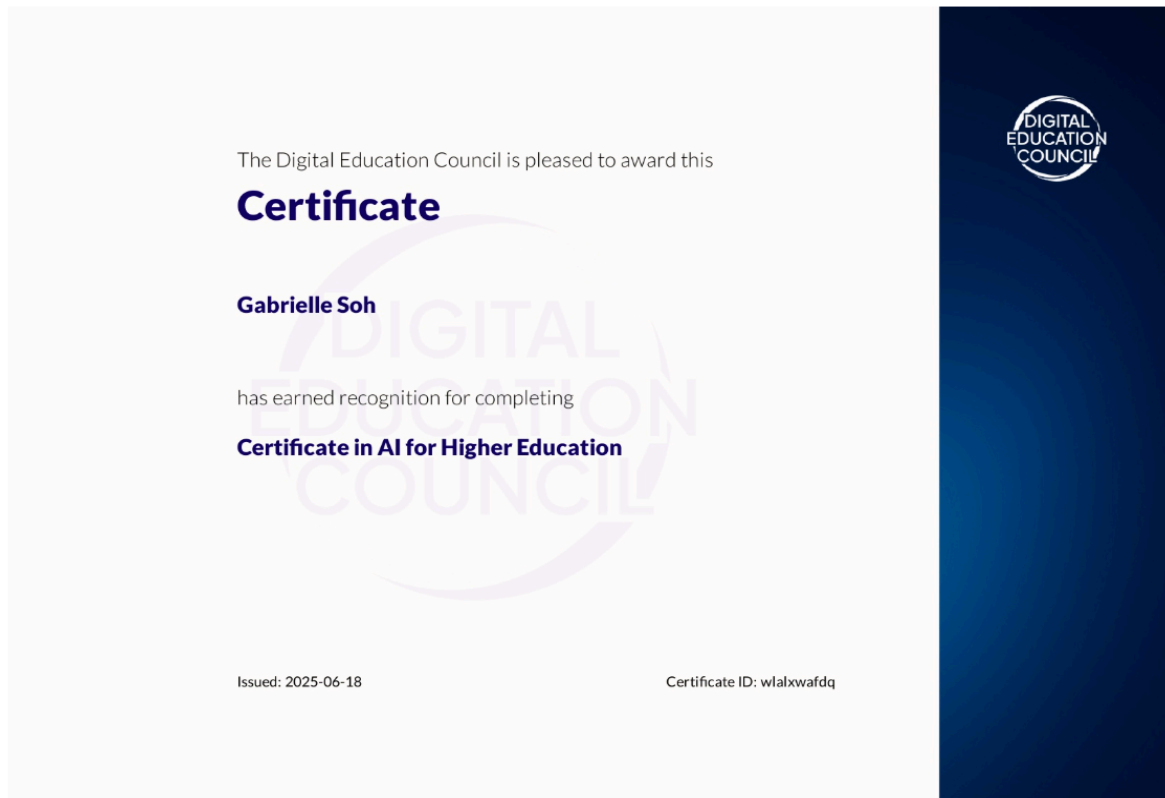For any support, contact info@digitaleducationcouncil.com.

Kind regards,
[Institution Name or Department Name]

3. Certificate of Completion

Participants will receive a Certificate of Completion that can be downloaded as a PDF and shared on LinkedIn upon finishing the course.

[Sample Certificate Below]

The Digital Education Council is pleased to award this

Certificate

Gabrielle Soh

has earned recognition for completing

Certificate in AI for Higher Education

Issued: 2025-06-18   Certificate ID: wlalxwafdq

DIGITAL EDUCATION COUNCIL

Student: Gabrielle Soh   **School:** Digital Education Council   **Course:** Certificate in AI for Higher Education

Certificate ID: wlalxwafdq   **Issued:** 2025-06-18   **Expires:** No expiry date

(COPY LINK)   (DOWNLOAD PDF)   **in** Share

4. DEC Branding and Messaging Guidelines

- **Course Name Usage:** Always refer to the course as Certificate in AI for Higher Education

- **DEC Logos:** [linked here](#)

- **For More Information**
  About the Certificate in AI for Higher Education: [linked here](#)
  About Digital Education Council: [linked here](#)

5. DEC Contact Information

For any questions or technical issues, please contact:

- benita@digitaleducationcouncil.com

- gabriellesoh@digitaleducationcouncil.com